



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

<u>Contract / Revision</u> 808814 /		<u>Alt Order #</u> 06276348
<u>Product</u> COLEMAN FOR LT. GOV		
<u>Contract Dates</u> 10/30/12 - 11/05/12	<u>Estimate #</u> 2180	
<u>Advertiser</u> Coleman for NC Lt.Governor (Dem)		<u>Original Date / Revision</u> 08/14/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> Telerep-Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Buying Time Media
2715 M Street, NW
4th Floor
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/30/12	11/02/12	The Early Show	7-9a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$375.00			
N 2	WBTV	11/05/12	11/05/12	The Early Show	7-9a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$375.00			
N 3	WBTV	10/30/12	11/02/12	WBTV News 5a	5-530a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$375.00			
N 4	WBTV	11/05/12	11/05/12	WBTV News 5a	5-530a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$375.00			
N 5	WBTV	10/30/12	11/02/12	WBTV News 530a	530-6a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$500.00			
N 6	WBTV	11/05/12	11/05/12	WBTV News 530a	530-6a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$500.00			
N 7	WBTV	10/30/12	11/02/12	WBTV News 6a	6-7a		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$575.00			
N 8	WBTV	11/05/12	11/05/12	WBTV News 6a	6-7a		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$575.00			
N 9	WBTV	10/30/12	11/02/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$525.00			
N 10	WBTV	11/05/12	11/05/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$525.00			
N 11	WBTV	10/30/12	11/02/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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<u>Advertiser</u> Coleman for NC Lt.Gover		<u>Original Date / Revision</u> 08/14/12 / 09/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
											1	\$650.00
Week:		<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 3	<u>Rate</u> \$650.00			
N 12	WBTV	11/05/12	11/05/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	1	\$650.00
											3	\$2,100.00
Week:		<u>Start Date</u> 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$650.00			
N 13	WBTV	10/30/12	11/02/12	WBTV News at 530p	M-F 530p-6p		:30			NM	3	\$2,100.00
											1	\$700.00
Week:		<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 3	<u>Rate</u> \$700.00			
N 14	WBTV	11/05/12	11/05/12	WBTV News at 530p	M-F 530p-6p		:30			NM	1	\$700.00
											3	\$2,100.00
Week:		<u>Start Date</u> 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$700.00			
N 15	WBTV	10/30/12	11/02/12	WBTV News at 5p	5p-5:30p		:30			NM	3	\$2,100.00
											1	\$700.00
Week:		<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 3	<u>Rate</u> \$700.00			
N 16	WBTV	11/05/12	11/05/12	WBTV News at 5p	5p-5:30p		:30			NM	1	\$700.00
											3	\$5,700.00
Week:		<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 3	<u>Rate</u> \$1,900.00			
N 17	WBTV	10/30/12	11/02/12	WBTV News at 6p	M-F 6p-630p		:30			NM	3	\$5,700.00
											1	\$1,900.00
Week:		<u>Start Date</u> 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$1,900.00			
N 18	WBTV	11/05/12	11/05/12	WBTV News at 6p	M-F 6p-630p		:30			NM	1	\$1,900.00
											2	\$2,200.00
Week:		<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 2	<u>Rate</u> \$1,100.00			
N 19	WBTV	10/30/12	11/02/12	WBTV News @ 11p	11p-1135p		:30			NM	2	\$2,200.00
											1	\$1,100.00
Week:		<u>Start Date</u> 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$1,100.00			
N 20	WBTV	11/05/12	11/05/12	WBTV News @ 11p	11p-1135p		:30			NM	1	\$1,100.00
											1	\$150.00
Week:		<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -TWTF--				<u>Spots/Week</u> 1	<u>Rate</u> \$150.00			
N 21	WBTV	10/30/12	11/02/12	WBTV News 430a	430-5a		:30			NM	1	\$150.00
											1	\$150.00
Week:		<u>Start Date</u> 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$150.00			
Totals											40	\$28,225.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	40	\$28,225.00	\$23,991.25
Totals	40	\$28,225.00	\$23,991.25

Signature: _____ **Date:** _____

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